

**Project Management:**  
Keys to Communicating Your Way to Success

# Our Background



Founded in 2002, Management Solutions, LLC (MSLLC) is a **woman-owned small business** offering comprehensive project management services backed by solid experience.

We provide our customers with **“best value services”** through our experienced professionals that have successfully applied project management concepts in a variety of different industries.

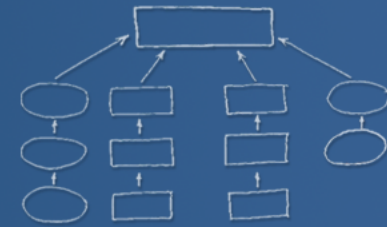
MSLLC is a **full-service project management solution provider** headquartered in Knoxville, TN, with satellite offices in Kentucky, Texas, Missouri, Illinois, Indiana, and Ohio.

# Our Successes



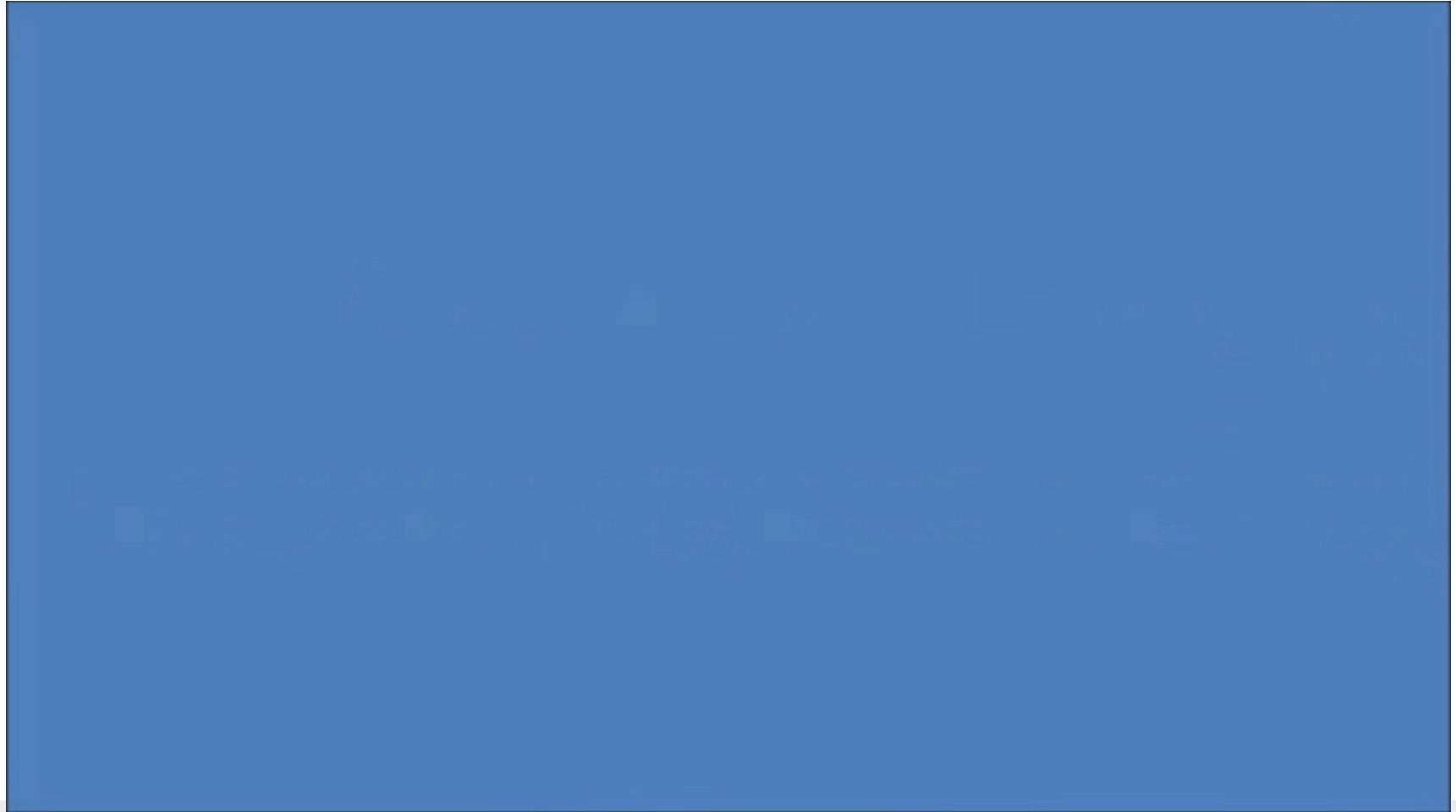
- 2013** Pinnacle Woman-Owned Business Excellence Award
- 2012** U.S. Small Business Administration's National Small Business Subcontractor of the Year
- 2012** U.S. Small Business Administration's Region IV Small Business Subcontractor of the Year
- 2011** Ranked 2,131 on the Inc. 5000 list of the fastest-growing private companies in America
- 2010** Ranked 1,870 on the Inc. 5000 list of the fastest-growing private companies in America
- 2009** Ranked 2,606 on the Inc. 5000 list of the fastest-growing private companies in America
- 2009** Innovation Valley Technology Council Outstanding Entrepreneur of the Year
- 2006** U.S. Department of Energy Woman-Owned Small Business Contractor of the Year
- 2006** U.S. Department of Energy Small Business Service Firm of the Year
- 2004-2006** Oak Ridge National Laboratory (ORNL) Mentor Protégé Program
- 2004** ORNL Woman-Owned Small Business of the Year
- 2004, 2006 & 2008** U.S. Small Business Administration's Administrator's Award for Excellence from Area III

# Communications

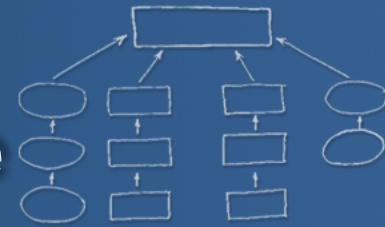


**What could possibly go wrong??**

# Communications – What could possibly go Wrong??

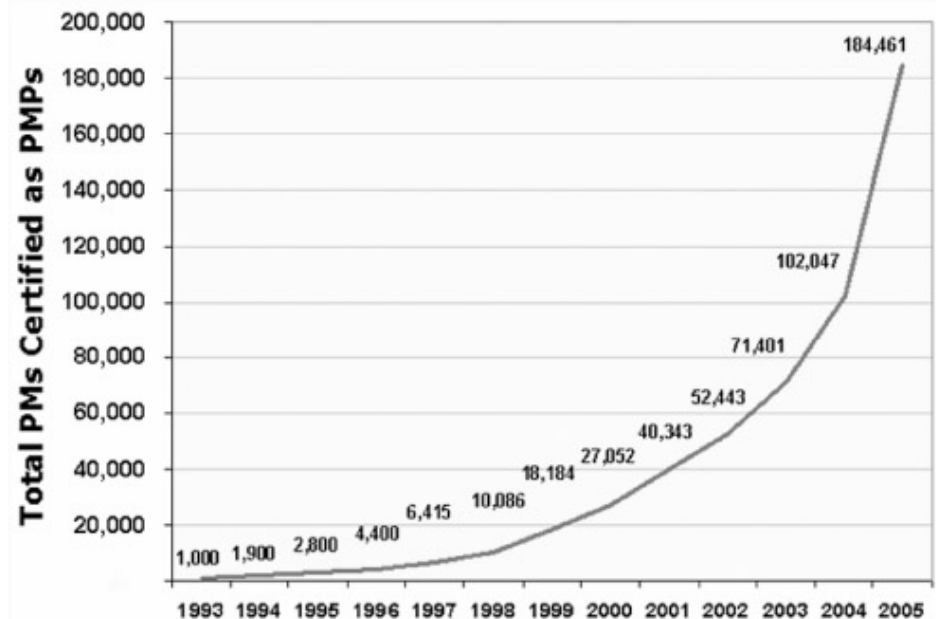


# Project Management is Competitive

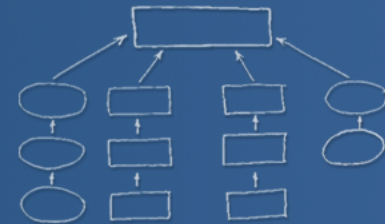


- You can not make up for the lack of soft skills with hard work
- PM's that master communication will set themselves apart from other PM's.

Annual Growth in Certified Project Managers (PMPs)



# Communication... Does it really matter?



- For a typical project, (56 %) of associated risk is attributed to ineffective communications.
- Ineffective communication is the primary contributor to project failure 33% of the time, and had a negative impact on project success more than 50% the time.
- High-performing organizations (those completing an average of 80 percent or more of projects on time, on budget and within goals) create formal communications plans for nearly twice as many projects as their lower performing counterparts.

# Communication... Does it really matter?

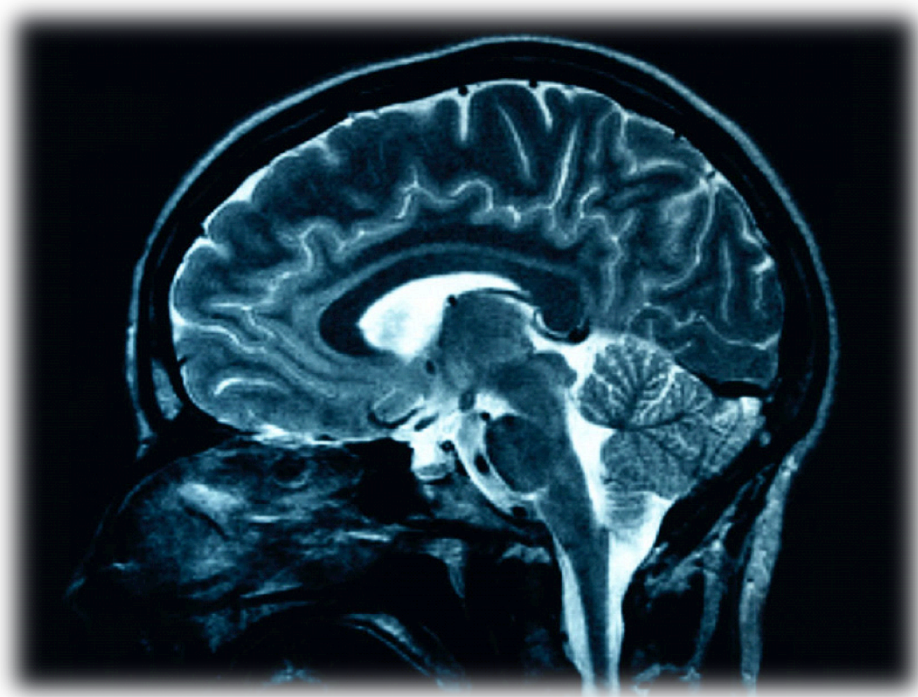


- **PMI's report includes the following recommended strategies project managers/owners should consider to improve their project communications programs:**
  - Tailor communications to different stakeholder groups.
  - Acknowledge the value of project management, including project management communications.
  - Use standardized project communications practices, and use them effectively.

# Agenda

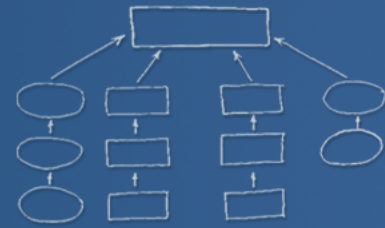


## 3 Types of Communication Techniques:



- Emotional Intelligence (EI)
- Neuro Linguistic Programming (NLP)
- Mental Toughness Strategies

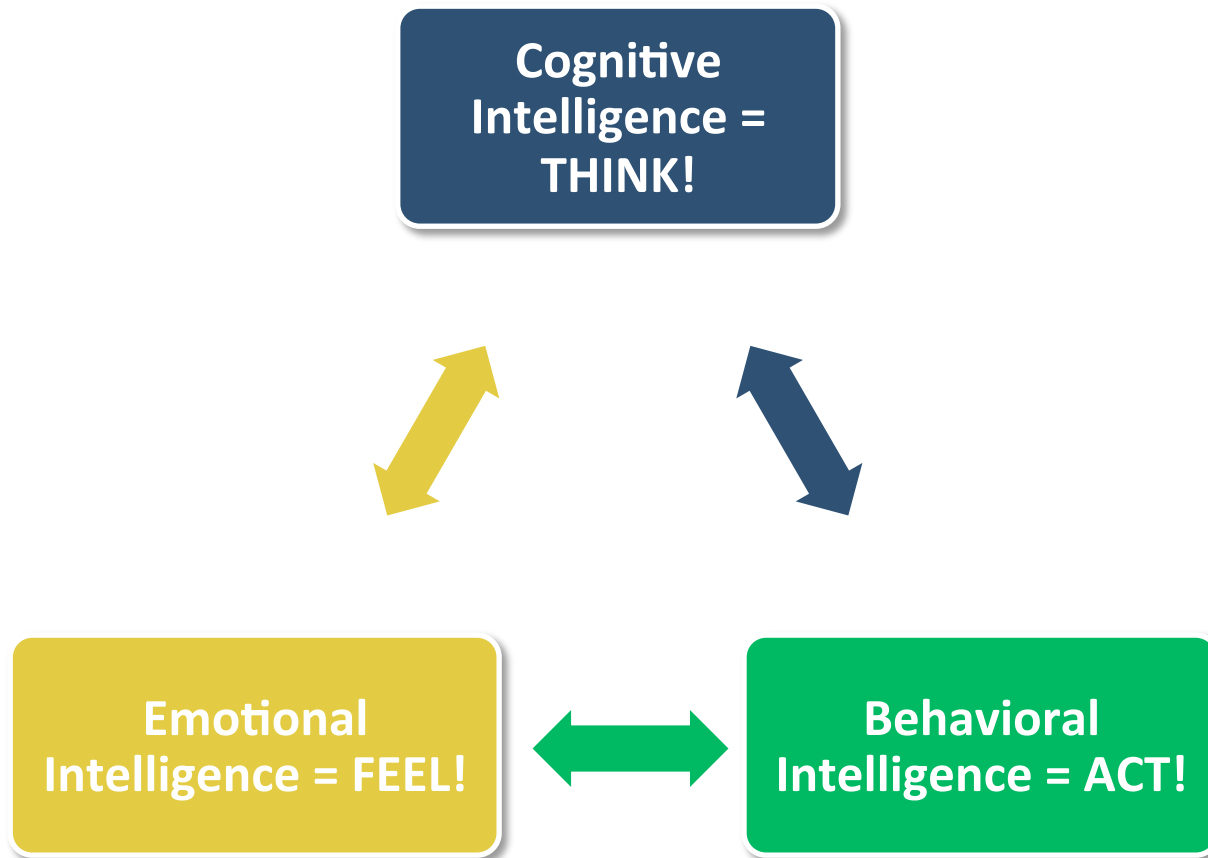
# Emotional Intelligence



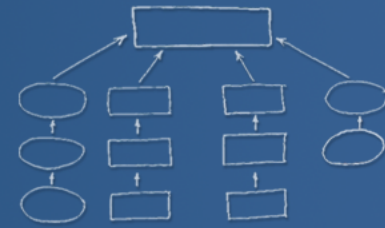
**“What is it?”**



# The Three Essential Competencies



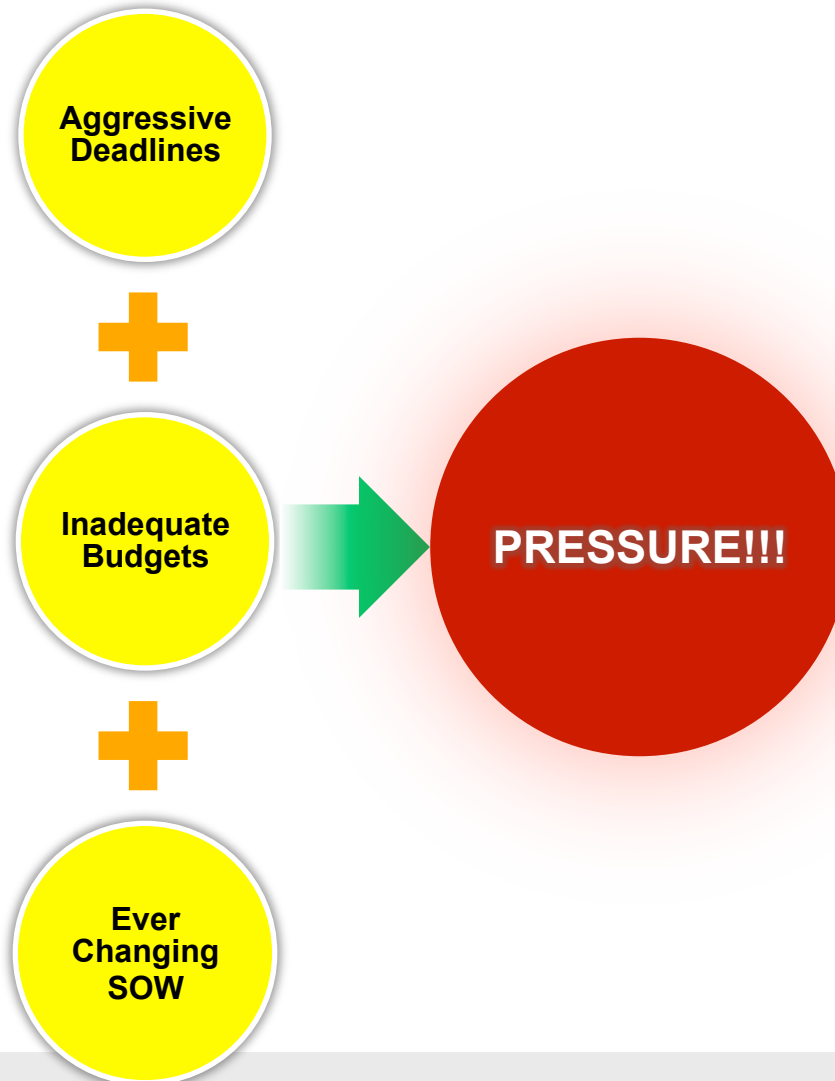
# It May be More Important than IQ



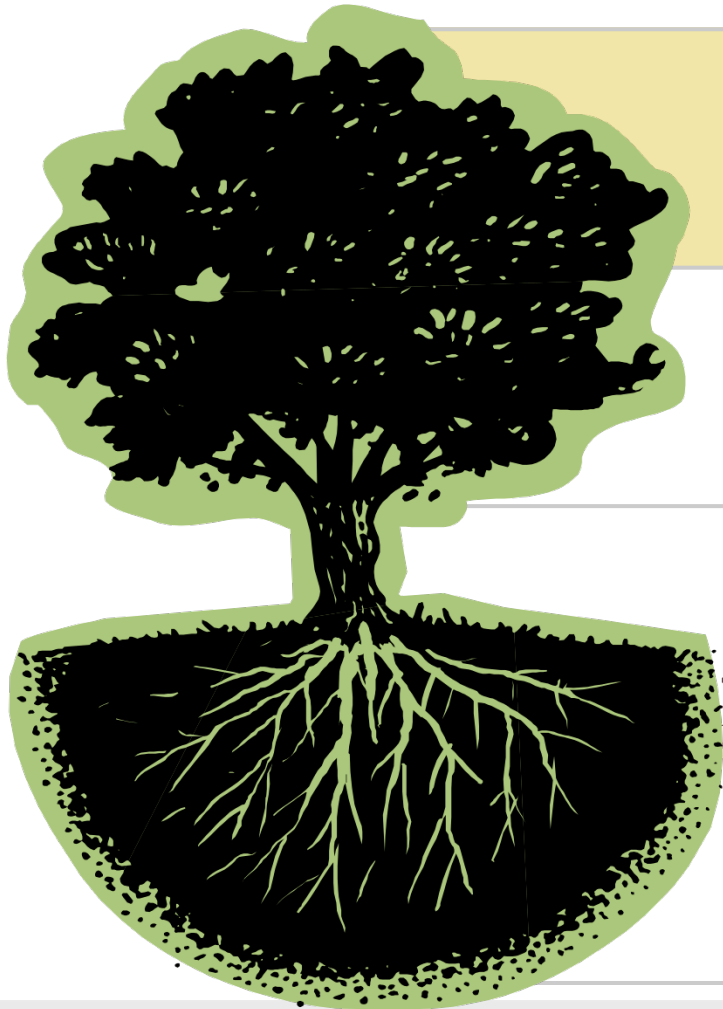
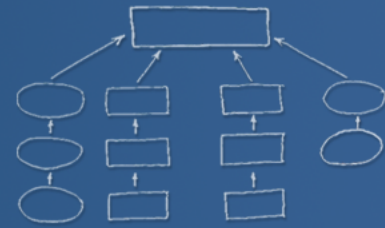
- **A CareerBuilder survey of 2,662 human resource professionals and hiring managers reveals that Emotional Intelligence, or EQ, is critical for hiring and career advancement.**
- **59% of employers would not hire someone who has a high IQ but low EQ.**
- **75% of employers said they are more likely to promote a worker with high EQ.**
- **71% of employers say they value emotional intelligence over IQ.**

According to CareerBuilder Survey, [www.prnewswire.com](http://www.prnewswire.com) (Aug. 18, 2011).

# How's Your Reputation Stand?



# Roots of An Emotion



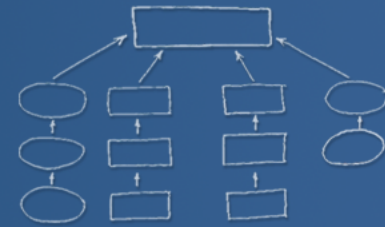
**4. We act**

**3. We choose an emotion**

**2. We tell ourselves a story**

**1. We see / hear**

# IQ Versus EQ

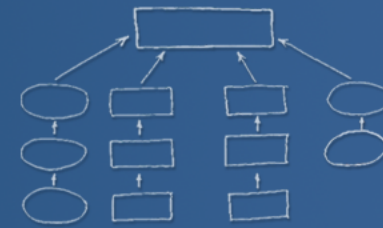


**Research indicates that your IQ is 20% responsible for your success in life.....the remaining 80% is contributed by your EQ.**

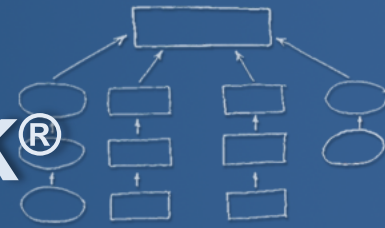
**Daniel Goleman's 1995 book *Emotional Intelligence: Why It Can Matter More Than IQ* asserts two claims:**

- 1. That emotional intelligence (EQ) may be more important than intelligence quotient (IQ) and;**
- 2. That you can improve your emotional intelligence.**

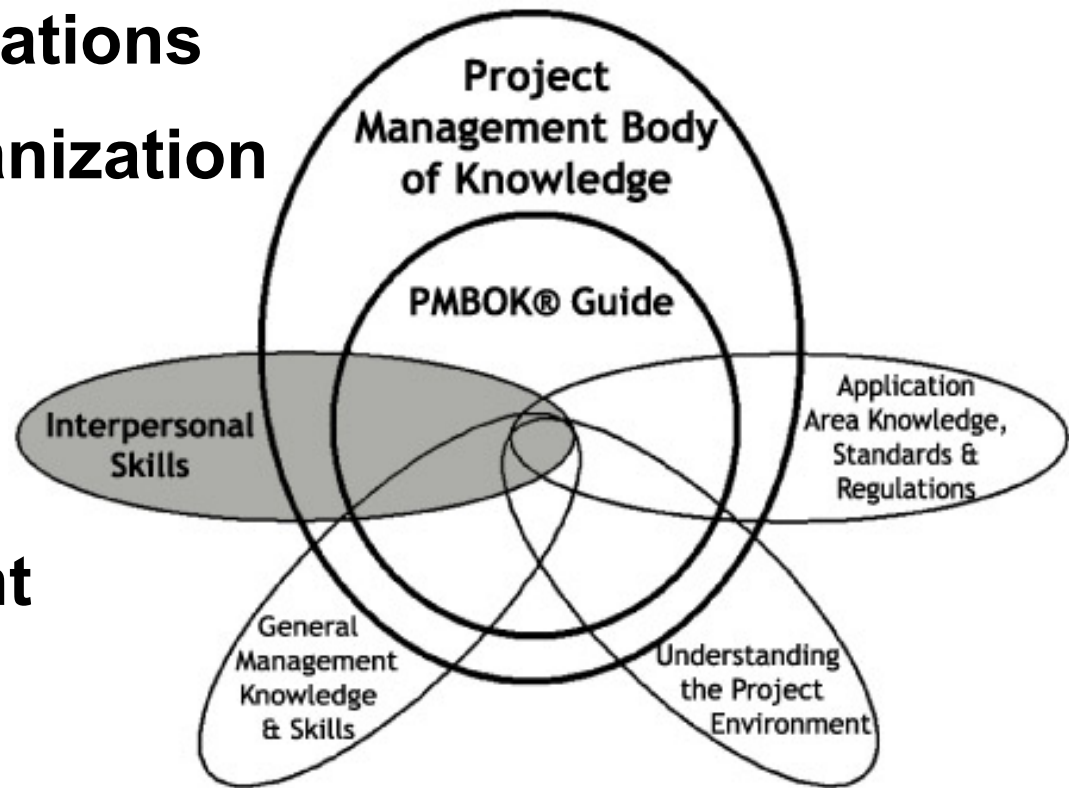
# The Emotional Intelligence Framework for PM's



# Interpersonal Skills and the PMBOK®

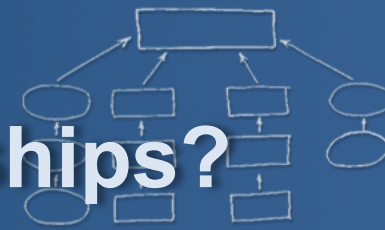


- **Effective Communications**
- **Influencing the Organization**
- **Leadership**
- **Motivation**
- **Negotiation and Conflict Management**
- **Problem Solving**

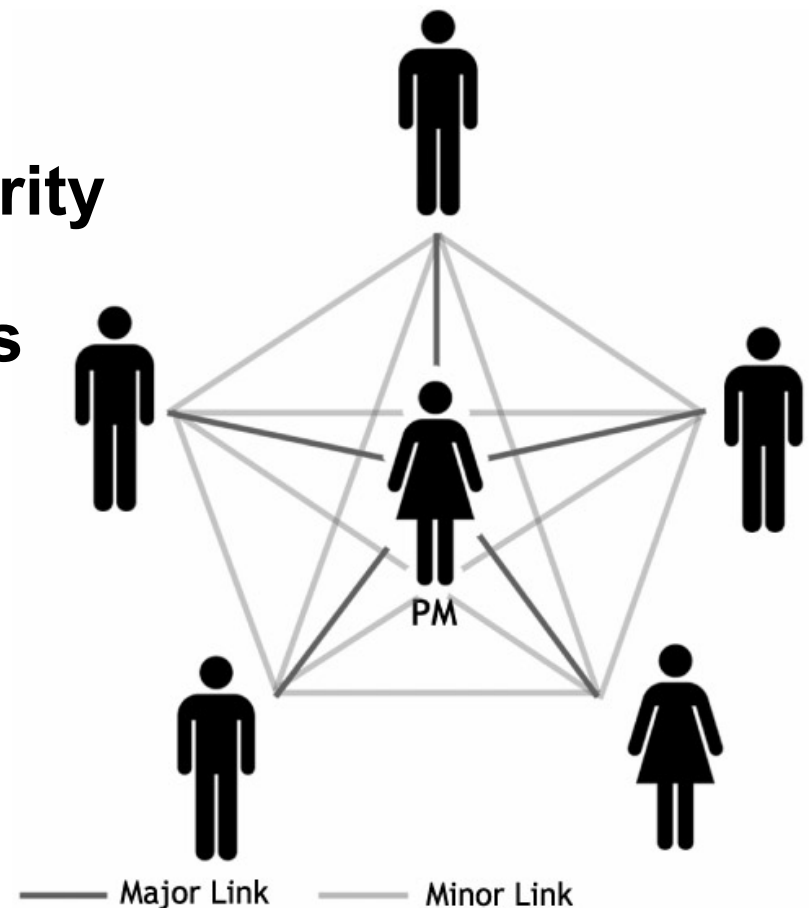


PMBOK is a registered mark of the Project Management Institute, Inc.

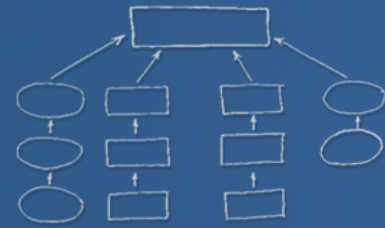
# Why do I need to manage Relationships?



- **Projects are a Team Effort**
- **PMs often lack Direct Authority**
- **PMs Compete for Resources**
- **PMs Need to Negotiate**
- **PMs are Communicators**



# The Real Cost



When people feel mistreated they spend hours fretting about the way they feel...

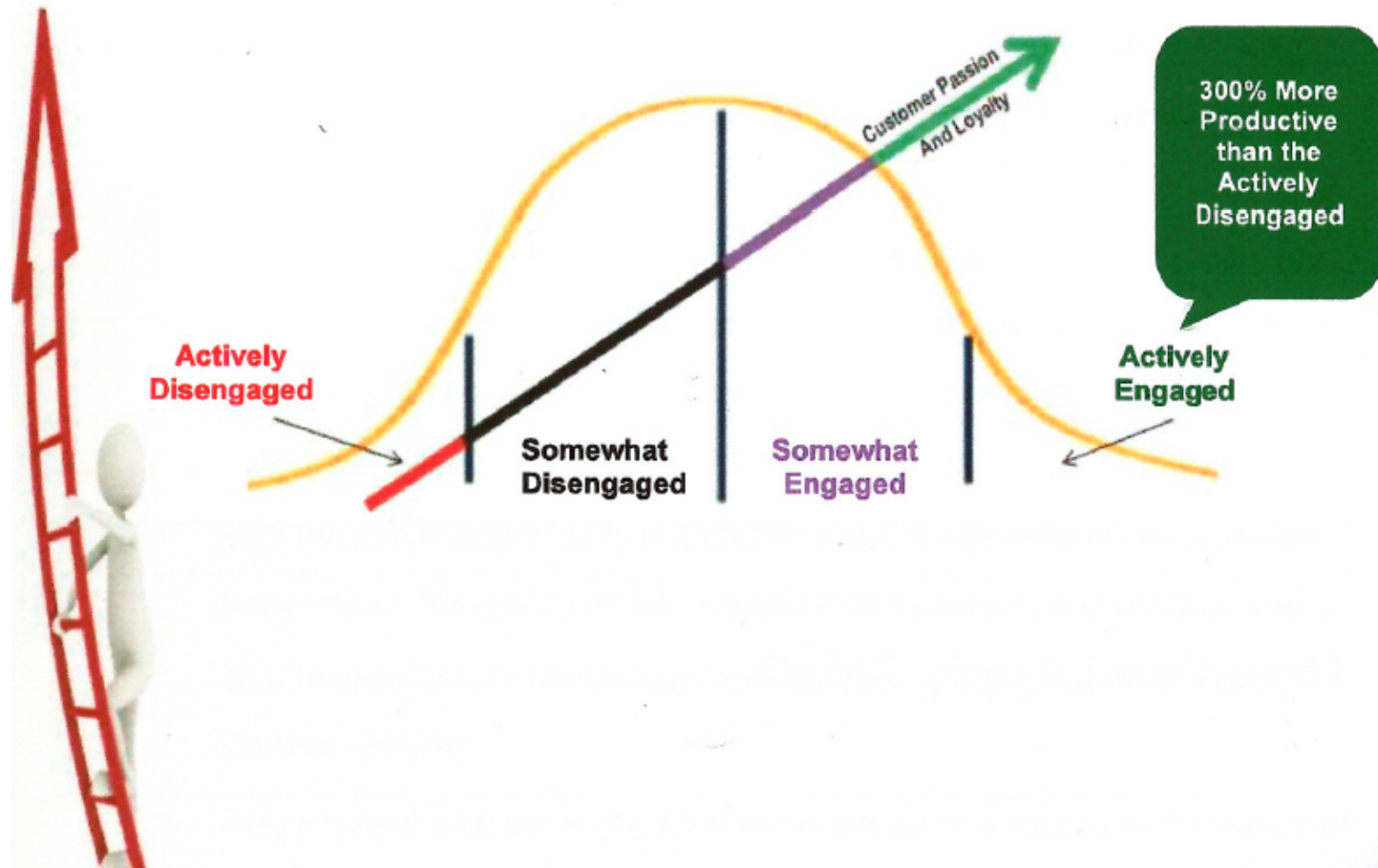
instead of thinking about quality improvements, better ways to serve customers, or new methods to increase productivity.

It is the absence of initiative that kills organizations and families.

# Employee Engagement



**When Measured, Employee Engagement Falls Into Four Categories-  
And the Impact on Your Customers Predicts Their Experience**



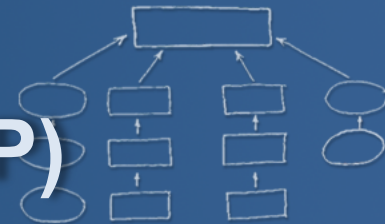
# Neuro Linguistic Programming (NLP)



**“What is it and how do I use that?”**

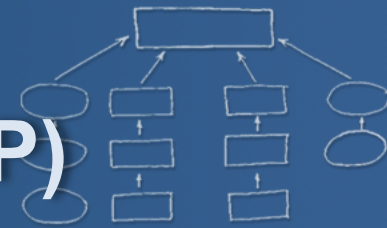


# Neuro Linguistic Programming (NLP)



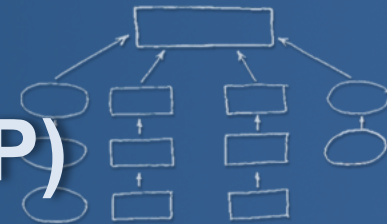
- **Neuro Linguistic Programming (NLP) is a set of skills that will enhance communication in everyday life.**
  - It will help in opening blocked communication channels;
  - It will permit creating instant rapport;
  - Understanding will be created across cultural boundaries;
  - You will become a more influential communicator;
  - You will gain insights into yourself and into others.

# Neuro Linguistic Programming (NLP)



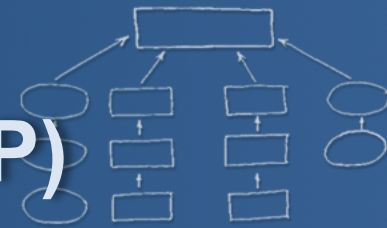
- **Process** – how a person breathes, moves, speaks
- **Pacing** – matching patterns that exist physiologically and tonally.
- When process and pacing match, a form of agreement happens.
- Matching includes tone, speech, patterns, dialect, pace, breathing, physiology.

# Neuro Linguistic Programming (NLP)



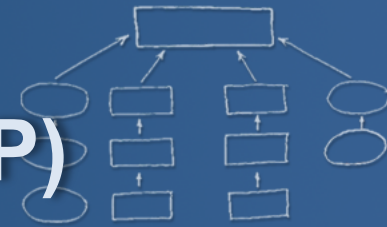
- **There are three primary learning styles:**
  - Visual (V)
  - Auditory (A)
  - Kinesthetic (K)
  
- People who are sensory – rich will interact in all three (VAK) learning styles.

# Neuro Linguistic Programming (NLP)



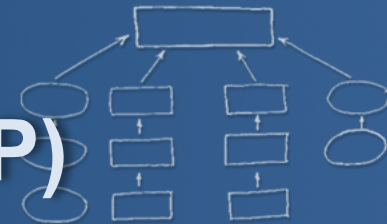
- **Visual Learners** are quicker, because they have a camera – ready at their disposal. They have a rapid answers because they start out with a picture.
- **Auditory Learners** have a tape recording of the information. They need to listen to the information and sort things out before they can do something.
- **Kinesthetic Learners** need to establish how something feels to them. It can take them a longer time to process something, because they need to determine how something sits with them and how it feels to them.

# Neuro Linguistic Programming (NLP)



- **Eye Mapping**
- **The eyes have it! You can identify if a person is auditory, visual, or kinesthetic by the movement of their eyes.**
  - Visual
    - » Visual people look up when searching for information. Their eyes look up and to the right, to the left, and straight ahead and defocused.
  - Auditory
    - » Auditory people look to the sides (towards their ears) when searching for information. Their eyes look level and to the left, level and to the right, and look down and to the left.
  - Kinesthetic
    - » Kinesthetic people look down (towards their hands) when searching for information. Their eyes look down and to the right.

# Neuro Linguistic Programming (NLP)

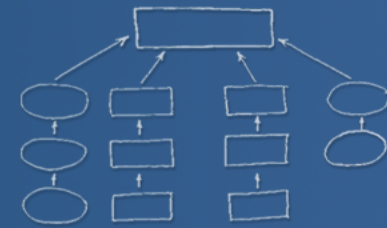


## ■ Summary: Why use NLP?

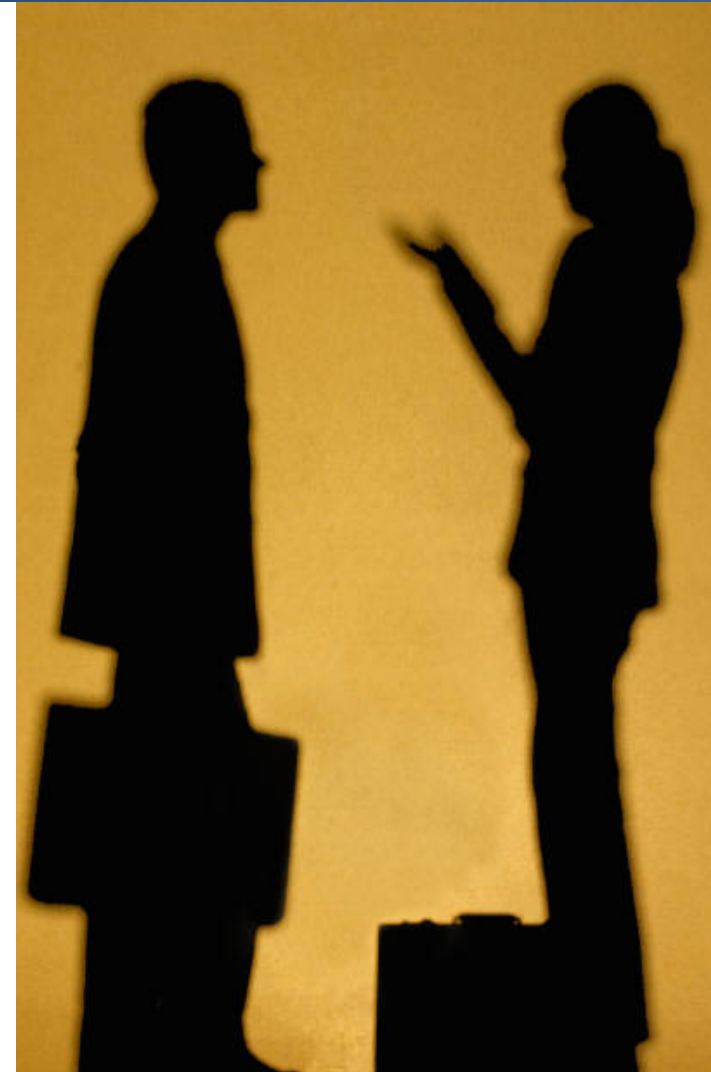
- Matching a person is NOT agreeing with another. It is simply matching another person's style.
- If we are experiencing resistance in what we do, it may be time to change what we are doing.
- Communication is equal to the response that you get.



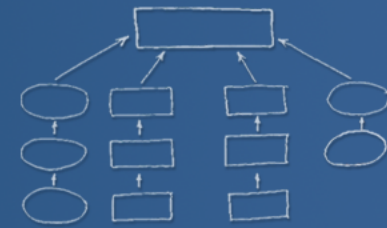
# Mental Toughness



**“What does that have to do with communication?”**

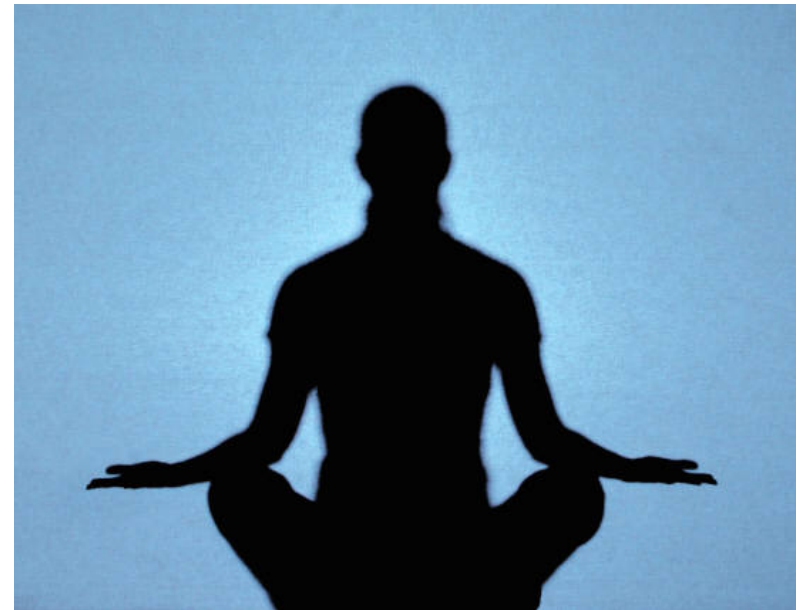


# Mental Toughness Strategies

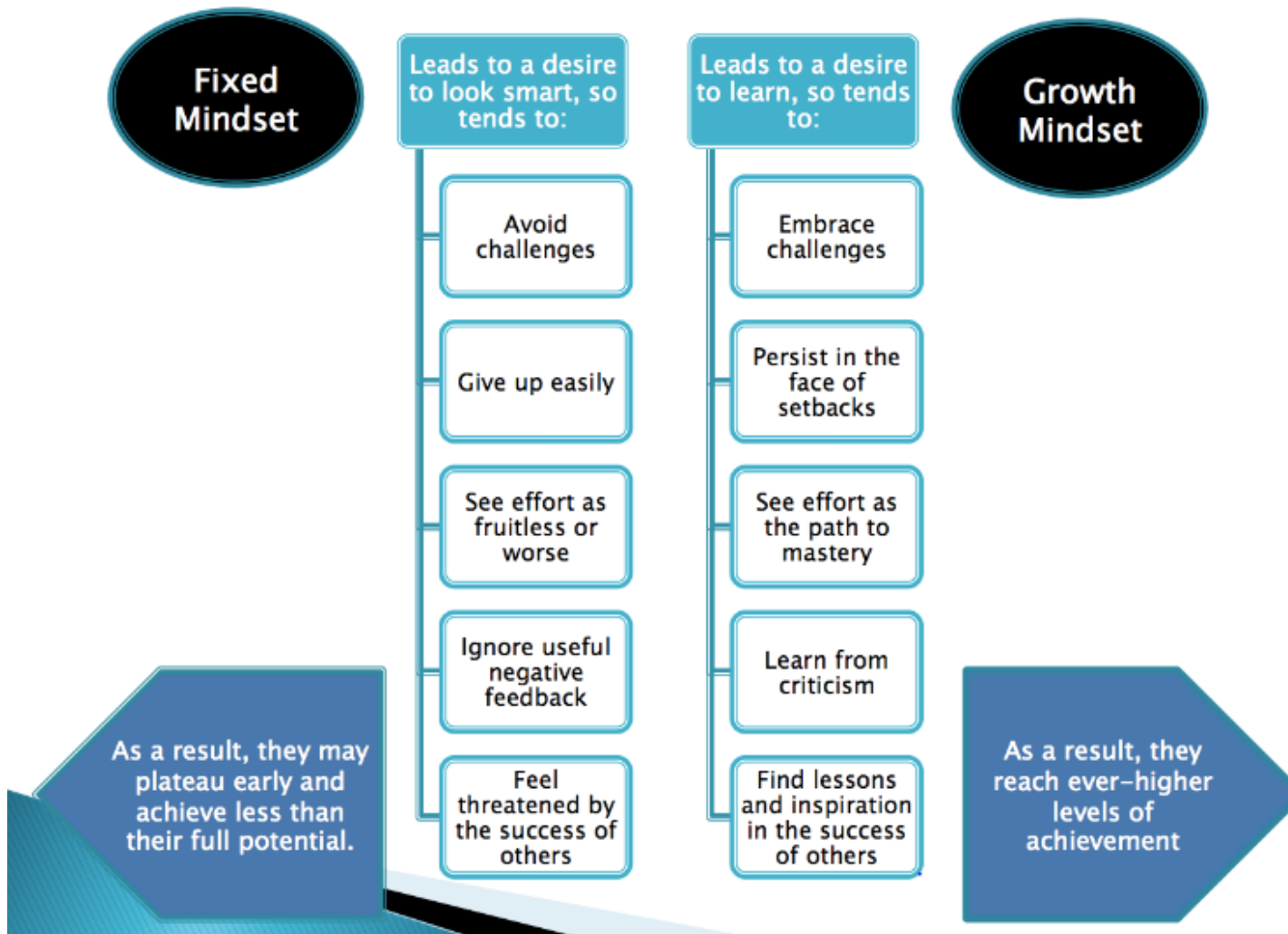
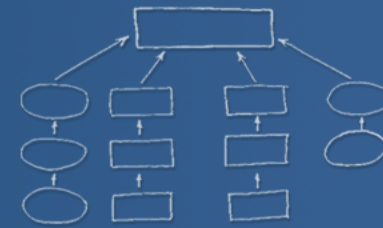


## ■ Beliefs

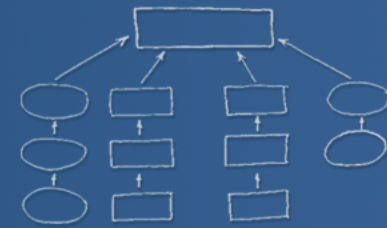
- Our beliefs become the lens through which we see and experience the world around us.
- Our beliefs are so powerful they can change the chemical effects of drugs on our body:  
(Harvard Study)
- It is not a matter of whether our beliefs are right or wrong. We need to ask if our beliefs are most beneficial. Are our beliefs helping us grow towards reaching our dreams or are they hindering us?



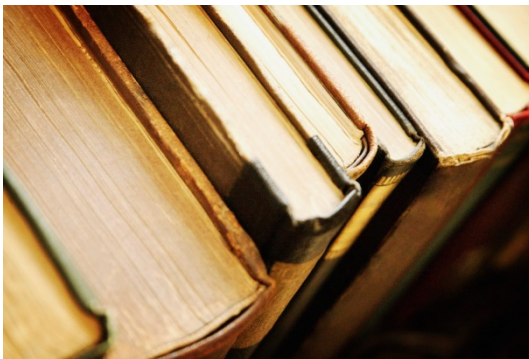
# Fixed Mindset vs. Growth Mindset



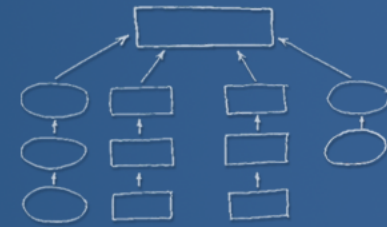
# Mental Toughness Strategies



- **5 Keys to determine the mindset that you adopt:**
  - What you read;
  - What you watch;
  - What you listen to;
  - Who you surround yourself with;
  - How you talk to yourself.



# Mental Toughness Strategies



- **Control the Controllables**
- **Focus on the things that are completely inside of your control:**
  - Attitude
  - Effort
  - Concentration
  - Visualization
  - Body Language
  - Enthusiasm
  - Communication
  - Perspective



# Mental Toughness Strategies



## Self-Talk Flow Chart

### Words



The words we use put pictures in our mind



### Pictures



The pictures in our mind impact how we feel



### Feelings



How we feel impacts what we do. Have you ever said the following phrase? "I don't feel like doing it"



### Actions



Our habitual actions dictate our worldly

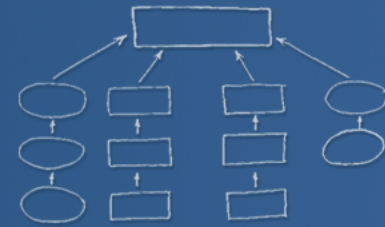


### Your Destiny

*Where does it all start?*

## Words

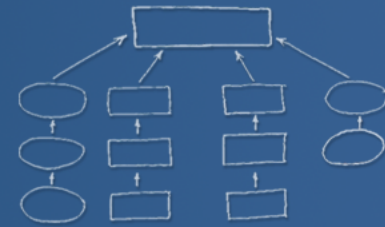
# Mental Toughness Strategies



## ■ Attitude

- Victor Frankl – “You can take everything from a man except the choice to choose one’s attitude in every set of circumstances”.
- Complainers always find something to complain about, optimists always find hope in every situation, and opportunists find opportunities in every situation.

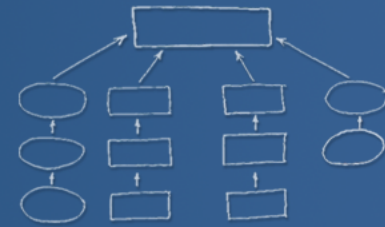
# Mental Toughness Strategies



## ■ Attitude

- Every moment you have a fresh set of choices in front of you that will impact whether you are becoming more like the people you admire, or less like them.
- 1% matters:
  - » Ultimately, where we end up in life and how people think about us is largely based off the culmination of our small choices over a long period of time. It's never too late to start making new choices!

# Mental Toughness Strategies

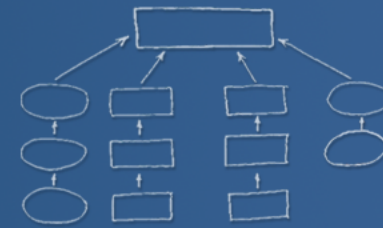


## ■ Positivity

- When we say positivity, we mean: Hope, Joy, Love, Gratitude, Serenity, Interest, Confidence, Amusement, Inspiration, and Awe.
- The research on positivity has shown that those with a positivity ratio of over 3 to 1 (Actually 6 to 1 because negativity weighs more) forecasts flourishing no matter how you measure flourishing. Keep track of your positivity ratio for free at [www.positivityratio.com](http://www.positivityratio.com)



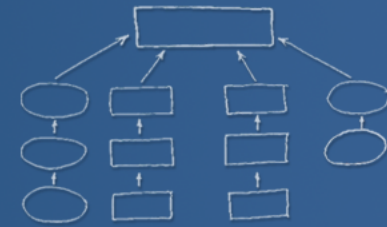
# Mental Toughness Strategies



## ■ Focus

- Focus on solutions not problems. We suggest at least 80% of your time be spent on potential solutions; only 20% of your time spent on problems. The 80 / 20 rule.
- The greatest addiction in our culture is the addiction to problems. This is a seductive trap to fall into, but if you become a solution focused person you will become very valuable to the world.

# Mental Toughness Strategies



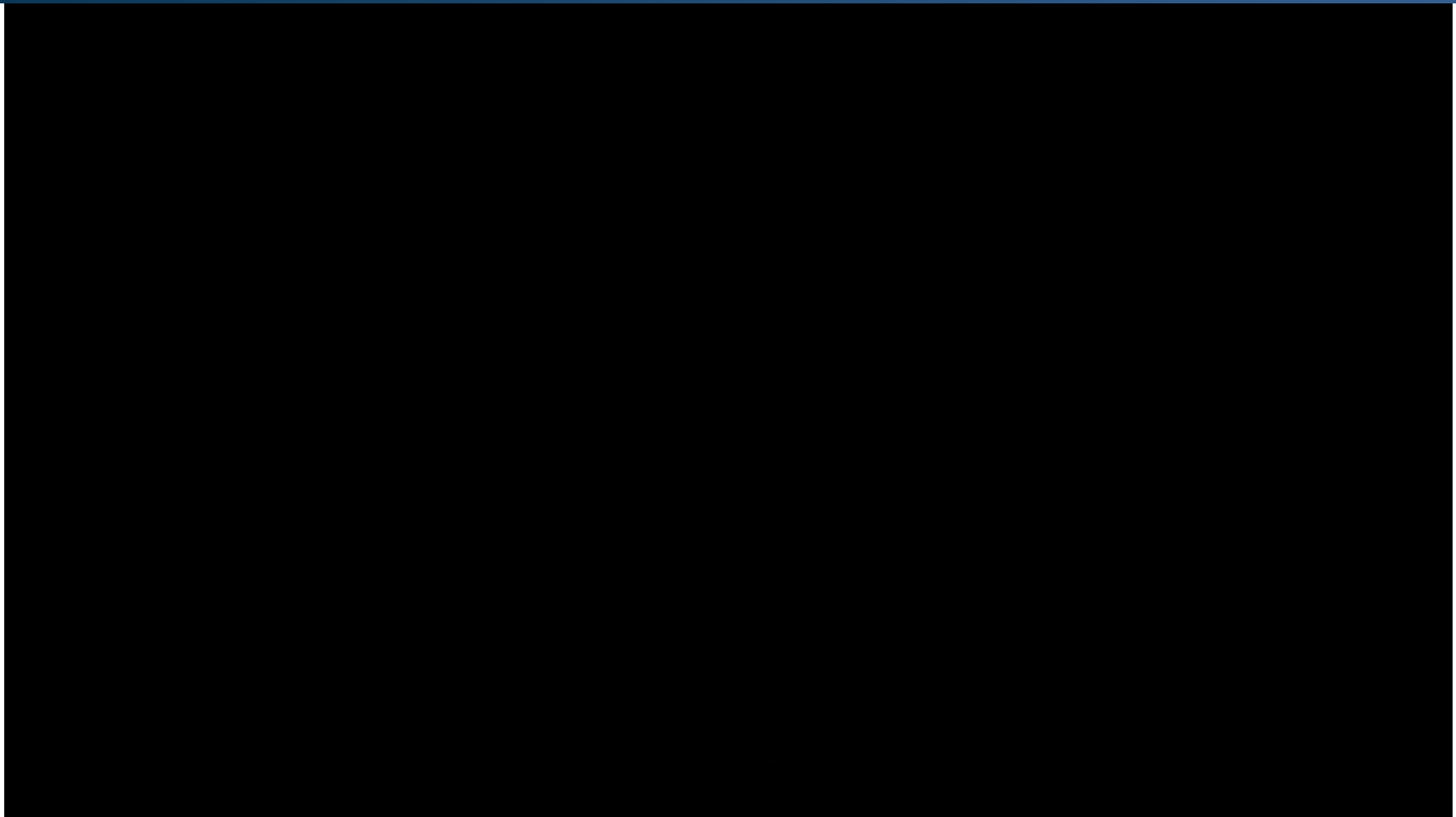
## ■ Failure

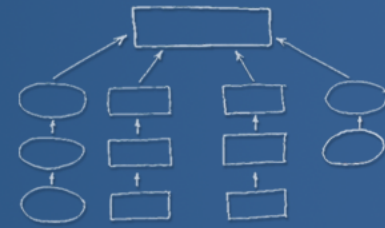
- You need to see failure as a result, rather than as a noun (I'm a failure). And if you really want to become super successful you learn to view it as the greatest learning experience. Many times success breeds complacency, and failure is one of the greatest teachers.
- "I have not failed. I have found 10,000 ways that didn't work."  
Thomas Edison
- "Many of life's failures are men who did not realize how close they were to success when they gave up." Thomas Edison
- "I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game winning shot and I've missed. I've failed over and over again in my life, and that is why I succeed." Michael Jordan



**“What do you believe is possible?”**

# “What do you believe is possible?”





# Thank You!

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*Optimize.*

*Control.*

Management Solutions, LLC 

*Succeed.*